

An image transmission apparatus, a router and a plurality of terminals are provided in an image transmission system. The image transmission apparatus adds screening information to image data, and transmits to the router through a network. The router receives the image data from the image transmission apparatus, selects the image data including the screening information corresponding to a network environment of each transmission path, and transmits selected image data to the plurality of terminals through the transmission path. Thus, the image transmission apparatus does not need to transmit a plurality of image data having various data formats, thereby preventing an increase in network traffic. Additionally, each terminal can receive the image data most appropriate for its network environment.

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